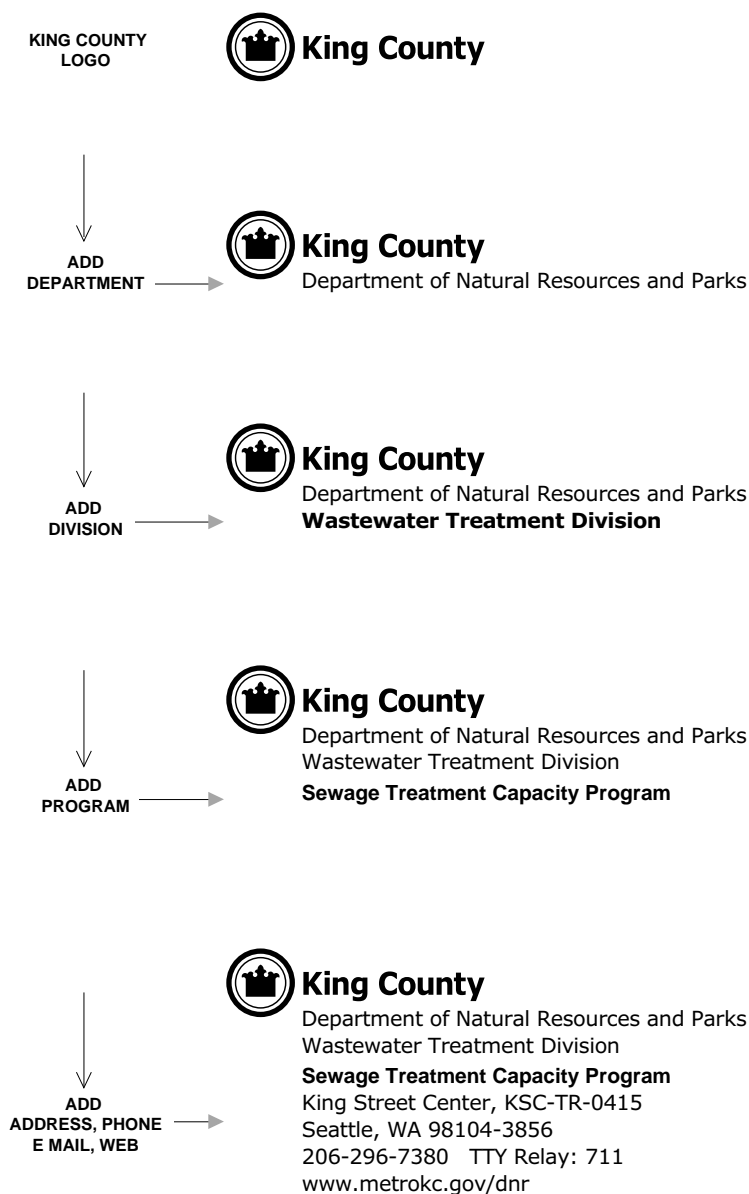


3 Agency Descriptions

Developing Agency Information Blocks

Department, Division, Program



The System

Developing an agency relationship to the logo is created by a progressive linking in descending order of department, division and program names. The amount of information occurring below the logo is determined by the type of branding required relative to its position in the document i.e., a cover requires department and/or division reference whereas the title page requires a fuller description, including address and phone numbers.

As each new level is added, that level becomes bold, putting the emphasis on the agency providing the service. In addition, more detailed information regarding this agency in the form of an address, phone numbers, email, web site, etc., may be attached just below that entry.

Combining Agency Descriptions with the King County Logo Four Options

1



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

Acceptable Alternatives

2



King County

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

3



King County

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Wastewater Treatment Division
Sewage Treatment Capacity Program
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Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
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4



King County

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Wastewater Treatment Division
Sewage Treatment Capacity Program
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Shown above are the four preferred methods of combining the King County logo with agency descriptions. These four possibilities provide enough flexibility to meet the majority of layout demands. The choice of one option over another usually is dictated by space considerations, layout requirements or the Identity Standards for a particular document.

Adhering to *logo clear space measurements* relative to the agency type blocks ensures a distinct, readable image. In all four examples, the type blocks are all the same in type size, weight and spacing.

1. Horizontal Logo with Agency Block

This is the preferred version. It allows the horizontal logo to be sized to smaller dimensions than the vertical logo. This arrangement can be used in layouts where horizon-

tal space is not at a premium. It allows the most flexibility in branding of department, division and program, the least space requirement and best aesthetics.

2. Left Aligned Stacked Logo and Agency Block

For use in layouts where vertical space is plentiful. Best used where flush-left alignment dominates the layout.

3. Offset Stacked Logo with Agency Block

Easiest to read and most aesthetic as long as agency information is four or more lines. Not a good choice if three lines or less are used.

4. Centered Logo and Agency Block

This option is used in layouts where symmetry is strong and where horizontal space is limited. The use of this option lends itself to a more traditional display of type.

Creating Agency Information Blocks
Type Weights and Proportions

①

Left Aligned with Horizontal Logo

“K” height = King County

K		King County	
2/3 K		Department of Natural Resources and Parks	Mandatory Font= Verdana
2/3 K		Wastewater Treatment Division	
1/2 K		Sewage Treatment Capacity Program	Mandatory Font= Verdana or Arial
2/3 K		King Street Center, KSC-TR-0415	
2/3 K		Seattle, WA 98104-3856	
1/2 K		206-296-7380 TTY Relay: 711	
2/3 K		www.metrokc.gov/dnr	

Creating Agency Information Blocks

Type Weights and Proportions

Left Aligned and Offset Stacked Logo (same size)

"K" height = King County



④ Centered with Stacked Logo



Incorrect Agency Information Block Arrangements*(lose of clarity – logo loses identity in address block)***King County**

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

(wrong progression – logo is always first)

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

**King County***(lose of clarity – logo loses identity in address block
and entire unit is hard to read)***King County**

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Wastewater Treatment Division

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**King County**

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Wastewater Treatment Division

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(poor easthetics – logo too large)**King County**

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(wrong progression – logo is always first)

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**King County**

Department Name Line Breaks When Used with the King County Logo

**King County**Department of
Natural Resources and Parks

Break line here

Preferred Line Breaks	Alternatives	Line Breaks to Avoid
Department of Judicial Administration	Department of Judicial Administration	Department of Judicial Administration
Department of Adult and Juvenile Detention	Department of Adult and Juvenile Detention	Department of Adult and Juvenile Detention
Department of Public Health	Department of Public Health	Department of Public Health
Department of Community and Human Services	Department of Community and Human Services Department of Community and Human Services	Department of Community and Human Services
Department of Executive Services	Department of Executive Services	Department of Executive Services
Department of Natural Resources and Parks	Department of Natural Resources and Parks	Department of Natural Resources and Parks
Department of Transportation	Department of Transportation	Department of Transportation
Department of Development and Environmental Services	Department of Development and Environmental Services Department of Development and Environmental Services	Department of Development and Environmental Services

When branding King County and its various agencies, *recognition and readability* are very important. Organizing line breaks correctly help agency descriptions to be *read quickly and clearly*. Some patterns work better than others. Placing the introductory words “Department of” on a separate line, places less emphasis on these support words and helps the department title to be read as a unit and be quickly recognized at a glance.

This method of line organization should be followed whenever describing the department. There may be situations where limited space is a factor and may require an alternate but less desirable random form of line breaking. Spelling out the entire department name on one line is another alternative.